



JOB TITLE: Sales Coordinator - Temporary Full Time – Group B

BUSINESS UNIT: Metroland West, Circulation - Waterloo Region Record, 160 King Street East, Kitchener, Ontario N2G 4E5

We have an exciting opportunity for a Sales Coordinator in our Circulation department reporting to our Reader Sales Manager. Your focus is to grow and retain our audience. You drive sales and grow revenue of our newspaper and specialty publications within **the Kitchener** region by executing sales campaigns and designing projects to acquire new business relationships. This position is ideal for a self-motivated, goal-oriented individual who loves working with the local community. This is a temporary full time opportunity covering an 18 month maternity leave.

KEY ACCOUNTABILITIES

- Execute sales initiatives using innovative approaches to attract consumers, increase sales and drive brand awareness
- Create and execute newsstand and subscription promotions, contests and sales campaigns
- Develop brand awareness and solicit sales through product promotion on social media platforms
- Interact with customers to build relationships through in-person meetings, over the phone conversations and virtual connections using social media platforms
- Develop promotional materials for sales and marketing campaigns
- Design projects to acquire new business relationships with corporate and independent retailers
- Recruit and motivate independent sales representatives to achieve sales targets at community events and newsstands

WHAT WE'RE LOOKING FOR

- Degree or Diploma in Business, Advertising or Marketing
- Minimum 1 year sales experience with a proven history of achieving and surpassing sales targets
- Ability to effectively present information in one-on-one or small group situations to customers and internal stakeholders
- Superior customer service skills including the ability to placate challenging and demanding clients
- Flexibility to work scheduled shifts during the evening and weekends to visit retail locations, consumer shows & events
- Comfortable challenging the status quo and expressing ideas
- High energy, innovative and driven to succeed in a fast-paced, evolving environment.
- Extensive experience using social media platforms (Facebook, Twitter, etc.) to engage customers, promote sales campaigns and solicit sales
- Proficiency with computers, including Microsoft Excel and database applications
- Superior time management and organizational skills with the ability to set priorities and meet deadlines
- A valid Driver's licence and access to a reliable car is required

Metroland is committed to accessibility in employment and to ensuring equal access to employment opportunities for candidates, including persons with disabilities. In compliance with AODA, Metroland will endeavour to provide accommodation to persons with disabilities in the recruitment process upon request. If you are selected for an interview and you require accommodation due to a disability during the recruitment process, please notify the hiring manager upon scheduling your interview.

If this sounds like a fit for you, please apply by **March 16, 2018**

Internal Candidates apply to our internal posting portal on *MyMetNet* under *My Career*

External Candidates please apply to our external posting portal: <https://careersen-metroland.icims.com>

Thank you for your interest. Only those candidates selected for an interview will be contacted.